BOOK LAUNCH BRIEF

Mira and the Midnight Garden

A Bedtime Story About Being Brave

By Jonah Reed



Generated October 20, 2026 · 14 of 14 steps complete · booklaunchready.com

1. Book Profile

TITLE
Mira and the Midnight Garden

SUBTITLE
A Bedtime Story About Being Brave

AUTHOR
Jonah Reed

GENRE
Children's Picture Book > Ages 4-8 > Bedtime & Dreams

TARGET READER
Parents and grandparents of children aged 4 to 8 who want a calming bedtime story that helps a child feel brave about the dark.

TRIM SIZE
8.5 × 8.5 in

SEED KEYWORDS
afraid of the dark picture book

2. Comparable Titles

- How to Catch a Monster: A Halloween Picture Book for Kids About Conquering Fears! — BSR #96 in Books · 4,714 reviews · $7.47
- How to Catch a Witch: A Halloween Picture Book for Kids — BSR #162 in Books · 2,952 reviews · $5.90
- Bedtime Prayers for Little Ones (Max Lucado's Bedtime Prayers for Little Ones) — BSR #820 in Books · 1,888 reviews · $5.31
- The Halloween Tree: Build New Traditions with This Funny and Imaginative Holiday Book for Children (Halloween Gifts for Kids) — BSR #1,265 in Books · 1,178 reviews · $8.19

- Ghost Afraid of the Dark | Halloween Picture Board Book for Toddlers with Glow-in-the-Dark Cover | Sweet Story About Bravery & Friendship | Bedtime Rhyming Story Book for Kids Scared of the Dark — BSR #1,289 in Books · 905 reviews · $5.20
- The Dark — BSR #4,661 in Books · 1,220 reviews · $10.68
- Tiny T. Rex and the Very Dark Dark: (Read-Aloud Family Books, Dinosaurs Kids Book About Fear of Darkness) — BSR #11,397 in Books · 1,832 reviews · $8.79
- The Berenstain Bears In the Dark — BSR #20,762 in Books · 1,516 reviews · $5.57
- Children's Book: I'm Afraid of the Dark [Bedtime and Monster Stories for Kids] (Sammy Bird) — BSR #64,017 in Kindle Store · 397 reviews · $0.99
- I Am Brave. The Dark Is Safe!: An affirmation book for kids afraid of the dark (Ages 2–5) (I Am Brave at Bedtime) — BSR #95,396 in Books · 4 reviews · $12.99

3. Category Strategy

- 1. Books › Children's Books › Growing Up & Facts of Life › Health › Fears
- 2. Books › Children's Books › Literature & Fiction › Bedtime & Dreams
- 3. Kindle Store › Kindle eBooks › Children's eBooks › Literature & Fiction › Bedtime & Dreams

4. KDP Keywords (7 slots)

- Slot 1: afraid of the dark picture book
- Slot 2: bedtime story ages 4-8
- Slot 3: book about being brave for kids
- Slot 4: calming bedtime book for toddlers
- Slot 5: fear of the dark children
- Slot 6: night garden picture book
- Slot 7: fireflies and moon story

5. Back-Cover Blurb

If your child clutches the covers at lights-out, this gentle tale eases bedtime fears without long lectures.

Mira is afraid of the dark. Every night she asks for the hall light, the night-light and one more story. Then one night a firefly taps on her window and invites her out into the garden.

Under a smiling moon, Mira meets the night flowers that only open after dark, an owl who keeps watch over the sleeping birds, and fireflies who light the paths for anyone who needs them. With her little lantern in her hand, she discovers that the dark is not empty at all. It is full of friends.

Mira and the Midnight Garden is a soothing bedtime story for children ages 4 to 8, with dreamy illustrations in deep indigo, moonlit silver and soft gold. A calm, reassuring read for the last story of the night.

805 characters (KDP allows 4,000)

6. Cover and A+ Design: Designer Brief

Everything a cover designer needs. The chosen cover concept is on the first page and the chosen A+ set follows this section; use them as direction, then build final files at the sizes below.

Print and ebook specifications

TRIM SIZE
8.5 × 8.5 in

PAGE COUNT
32

PAPERBACK SPINE WIDTH
0.072 in on white paper, 0.08 in on cream paper (32 pages)

FULL PAPERBACK COVER WITH BLEED
17.322 in × 8.75 in (white paper) or 17.33 in × 8.75 in (cream paper)

SPINE TEXT
Not allowed by KDP (79 pages or fewer)

BLEED AND SAFE ZONE
0.125 in bleed on the top, bottom and outside edges; keep all cover text at least 0.125 in inside the trim, and spine text inside the spine safe area

CHECK BEFORE FINAL
Confirm with KDP's cover calculator and template (kdp.amazon.com/cover-calculator) once the final page count is known

EBOOK COVER
1600 × 2560 px (1:1.6), RGB JPG

Creative direction

Concept
Create a cozy, dreamlike cover that reads as a gentle invitation to an enchanted nighttime adventure. The central idea is a small child — Mira — standing at a slightly open garden gate holding a warm lantern. The scene should feel like the threshold between the safe, lit world and a magical garden that helps a child feel brave about the dark. Emphasize warmth and welcoming scale: oversized friendly plants and flowers, softly glowing fireflies, and a smiling moon that watches over the child. The overall composition should work equally well at thumbnail size and on the full paperback wrap (front, spine, back).

Mood
• Dreamlike, calm, and reassuring rather than spooky.
• Magical but intimate — like a hush before bedtime.
• Safe and comforting: the darkness is portrayed as gentle and full of wonder.
• Child-centered perspective: slightly lower viewpoint so the garden feels large and enchanting but not threatening.

Palette
• Primary: deep indigo night (rich, velvety blue) for the sky and background.
• Accents: moonlit silver for highlights, soft gold for lantern glow and fireflies.

• Secondary: muted teal and moss green for oversized leaves and stems; warm blush and lavender for friendly flowers.
• Values: high contrast between the warm lantern glow and cool night sky, but avoid hard blacks; use deep, desaturated blues and grays instead of true black.

Suggested color role examples:
• Sky/background: indigo #1A2350 (use gradients toward slightly lighter indigo near the horizon).
• Lantern glow and fireflies: soft gold #F2D58A and warm amber #F0B84B.
• Moon highlights: moonlit silver #DCE6EE.
• Plants: moss green #6B8A68, muted teal #4B7C77.
• Flowers: soft blush #F6DCE0, lavender #C9B3E6.

Imagery
• Central figure: a small child (gender-neutral but clearly a young child aged about 4–6) holding a lantern. The child should look curious and calm — a slight smile, open eyes — not fearful or overly posed. Clothing should be simple, cozy pajamas or a small cloak; avoid highly detailed patterns that read as visual noise at thumbnail size.
• Pose: child standing at a slightly open iron or wooden garden gate (ornamental but rounded shapes), one hand on the gate, lantern held forward so its light spills into the garden.
• Garden: oversized friendly plants and flowers with rounded, soft edges and exaggerated scale that suggest wonder without threat. Include a few gently curving pathways or stepping stones that lead into the depths of the garden.
• Fireflies: scattered warm-gold motes of light, some hovering close to the lantern so their glow interacts with the lantern light. Use subtle bloom/glow so they are readable at small sizes.
• Moon: a large, smiling moon in the sky positioned to the upper third of the composition. The moon should have a stylized, friendly face with very soft features; no harsh lines or realistic craters.
• Background details: soft, diffused stars, faint silhouettes of distant hills or treetops; avoid clutter. Subtle mist or glow near the ground can enhance the dreamlike quality but keep it light.
• Lighting: soft, warm key light from the lantern; secondary cool moonlight to model the environment. Avoid stark rim lights or hard shadows. Faces and visible skin should be evenly lit with warm tones from the lantern; do not place deep shadows across the child’s face.
• Style: illustrative, painterly, and slightly stylized (not photorealistic). Prefer warm, rounded brush strokes or digital painting textures that read as hand-crafted for a children’s picture book.

Typography
• Title: hand-lettered, playful, generous, and rounded letterforms. Letters should feel slightly whimsical but highly legible at thumbnail scale. Integrate subtle organic elements — for example, a flower petal or a firefly dotting the “i” — but keep the type distinct from the illustration so it reads clearly.
• Subtitle: smaller, simple rounded sans or complementary hand-lettered script for warmth and readability: “A Bedtime Story About Being Brave.” Center or left-align under the title, with adequate spacing to breathe.
• Author name: Jonah Reed set in a friendly rounded sans or a simple warm serif, smaller than subtitle so hierarchy is clear.
• Color/treatment: title in warm gold or moonlit silver with a subtle soft edge glow or offset shadow to

improve contrast against the indigo background. Avoid heavy bevels or complex effects that reduce legibility at small sizes.
• Kerning/line length: keep title to 2–3 lines maximum. Ensure primary words “Mira” and “Midnight Garden” are emphasized visually through size, weight, or color contrast.

Must-include
• A child (young, about 4–6), clearly present and central to the front cover.
• A lantern held by the child that emits a warm, comforting glow.
• A night garden with oversized friendly plants and flowers.
• Fireflies and a smiling moon as part of the nighttime atmosphere.
• Title: Mira and the Midnight Garden
• Subtitle: A Bedtime Story About Being Brave
• Author: Jonah Reed

Avoid
• Anything frightening or ominous: no snarling creatures, sharp teeth, or angular menacing elements.
• Dark shadows on the child’s face or any facial features obscured by shadow.
• Photorealistic rendering or hyper-detailed textures that read as realistic rather than illustrated.
• Hard blacks or stark contrast that make the scene feel harsh; prefer soft contrast and warm highlights.
• Crowded compositions that reduce clarity at thumbnail sizes.
• Clichés that imply danger (e.g., broken gates, thorny vines, fog that obscures).

Print specifications
• Trim size: 8.5 × 8.5 in
• Approximate page count: 32
• Binding: perfect bound paperback
• Color: full color throughout (CMYK; keep spot varnish options in mind for focal elements but indicate in notes if used)
• Bleed: include standard 0.125 in bleed on all sides; account for wraparound art extending across spine and back.
• Spine: note that spine width must be calculated precisely from page count and paper stock when finalizing files. Keep critical text and facial elements at least 0.5 in inside from folds and spine.

Deliverables
• Ebook cover (for product listing and Kindle-style mockups): 1600 × 2560 px, RGB, high-quality JPEG and PNG with intact alpha where appropriate. Provide a version with and without title/subtitle for use in different marketplaces.
• Paperback cover: full wrap (front, spine, back) as a print-ready PDF at 300 dpi with bleed. Include spine calculation guide layer or separate file with exact spine width calculated for 32 pages on standard 50# text (or note variable spine to be finalized). Embed all fonts and CMYK color profile; include crop

marks and bleed.
• Flat front-only TIFF/PNG at 300 dpi for promotional use.
• A+ thumbnails: three additional square/generic marketing crops optimized for store thumbnails and social:
• 1:1 square crop at 2000×2000 px focusing tightly on the child and lantern.
• 2:3 crop at 1600×2400 px showing full cover composition.
• Small thumbnail at 400×640 px optimized for clarity (flattened, sharpened).
• Layered source files: native layered PSD or layered TIFF and layered vector (AI/EPS) for typography/line art elements. Include a PDF proof for approval.
• Color notes: provide Pantone or closest CMYK equivalents for primary gold and indigo accents if exact color matching is requested.
• Rights: supply artwork with full commercial reproduction rights for print and digital distribution.

Notes for designer / art director
• Compose so the child and lantern are readable at 1.5 in tall thumbnail sizes. Test legibility early by creating small thumbnails.
• Keep type and subtitle spacing flexible so different marketplaces' cropping doesn't cut important words.
• Provide mockups for front-only and wraparound to check how plants and fireflies carry across the spine/back.
• If using a texture overlay (paper grain, brush grain), keep it subtle so it doesn't interfere with small-size legibility.
• Deliver an alternate front-only variant without the subtitle for spine or small-label use if needed.

Style guide

MOOD / TONE
Dreamlike, safe, magical

COLOR PALETTE
Deep indigo night, moonlit silver, soft gold

TYPOGRAPHY
Hand-lettered playful title, generous and rounded

IMAGERY
A small child with a lantern at a garden gate, oversized friendly plants and flowers, fireflies, a smiling moon

MUST INCLUDE
A child, a lantern, a night garden

AVOID
Anything frightening, dark shadows on the face, realistic rendering

Exact text for the cover

TITLE
Mira and the Midnight Garden

SUBTITLE / SERIES LINE
A Bedtime Story About Being Brave

AUTHOR NAME (SPELL EXACTLY)
Jonah Reed

HOOK (BACK COVER, FIRST LINE)
If your child clutches the covers at lights-out, this gentle tale eases bedtime fears without long lectures.

TAGLINE
Night blooms into gentle friends.

BACK COVER COPY
Section 5 of this brief (fit it on the back cover with the author bio and barcode area).

A+ Content: sizes and approved text

AMAZON SIZES
Standard image-with-text modules: 970 × 600 px. Banner strips: 970 × 300 px (keep all text inside the middle band). Premium hero: 1464 × 600 px. Save as JPG or PNG, under 2 MB each, RGB.

HERO BANNER
A gentle tale of bedtime bravery
Soothing, dreamlike journey through moonlit garden friends and soft courage.

IS THIS BOOK FOR YOU
Is this book for you?
• You soothe a child who fears the dark
• You want a calm, short bedtime ritual
• You hope to help small ones feel brave

WHAT'S INSIDE
Inside the story
• Mira meets night flowers that only open after dark
• Under a smiling moon, gentle guardians keep watch
• An owl and fireflies guide the garden paths
• Soft, dreamy illustrations in indigo, silver, and gold

AUTHOR INTRO
About the author
Jonah Reed wrote Mira and the Midnight Garden for every child who asks for one more light at bedtime. It is a gentle story to read together at lights-out, so the dark feels a little friendlier.

TAGLINE BANNER
Night blooms into gentle friends.
Mira and the Midnight Garden

References

BESTSELLING COMPARABLE TITLES (THE SHELF THIS COVER MUST FIT)
How to Catch a Monster: A Halloween Picture Book for Kids About Conquering Fears!
How to Catch a Witch: A Halloween Picture Book for Kids
Bedtime Prayers for Little Ones (Max Lucado’s Bedtime Prayers for Little Ones)
The Halloween Tree: Build New Traditions with This Funny and Imaginative Holiday Book for Children (Halloween Gifts for Kids)

Ghost Afraid of the Dark | Halloween Picture Board Book for Toddlers with Glow-in-the-Dark Cover | Sweet Story About Bravery & Friendship | Bedtime Rhyming Story Book for Kids Scared of the Dark

Deliverables

- [ ] Ebook cover, 1600 × 2560 px, RGB JPG
- [ ] Paperback full cover (back, spine, front) as a print-ready PDF at the size above, 300 dpi, with 0.125 in bleed
- [ ] Five A+ Content modules at the Amazon sizes above
- [ ] Thumbnail check: title readable at 200 × 300 px

A+ Content

The A+ Content set chosen in Step 6, in the order Amazon shows the modules.

HERO BANNER



IS THIS BOOK FOR YOU



Is this book for you?

- You soothe a child who fears the dark
- You want a calm, short bedtime ritual
- You hope to help small ones feel brave

WHAT'S INSIDE



Inside the story

1. Mira meets night flowers that only open after dark
2. Under a smiling moon, gentle guardians keep watch
3. An owl and fireflies guide the garden paths
4. Soft, dreamy illustrations in indigo, silver, and gold

AUTHOR INTRO



TAGLINE BANNER



7. ISBN & Publishing Details

COUNTRY
United States

ISBN STRATEGY
Use KDP's free ISBN

PAPERBACK ISBN
KDP free ISBN (assigned at upload)

BISAC CODES
JUV010000
JUV039220
JUV039050

AUDIENCE
Children's

AGE RANGE
4-8

GRADE RANGE
Preschool-3

EDITION
1st Edition

LANGUAGE
English

8. Pricing

EBOOK PRICE
$4.99

PAPERBACK PRICE
$12.99

9. KDP Account Setup

KDP ACCOUNT EMAIL
jonah.reed@example.com

COUNTRY OF TAX RESIDENCE
United States

TAX FORM
W-9

PAYMENT METHOD
Direct deposit (EFT)

PAYMENT CURRENCY
USD

MARKETPLACES
US, UK, DE, FR, ES, IT, NL, JP, BR, MX, IN, AU, CA

- [x] Tax interview completed
- [x] TIN / SSN / EIN provided
- [x] Two-factor authentication enabled
- [x] Author Central profile claimed

10. Manuscript

FORMAT
Ebook and paperback

FILE TYPE
DOCX

TRIM SIZE
8.5 × 8.5 in

PAGE COUNT
32

WORD COUNT
600

- [x] Table of contents
- [x] Copyright page
- [x] Title page
- [x] Page numbers (paperback only)
- [x] Review request at the end
- [x] Manuscript edited
- [x] Proofread and spell-checked
- [ ] Developmental edit completed
- [x] Copyedit completed
- [x] Beta reader feedback incorporated

11. Listing Target

PLATFORM
Amazon KDP

LISTING REVIEWED
October 13, 2026

12. Launch Plan

LAUNCH DATE
November 24, 2026

REVIEWS TARGET (FIRST 30 DAYS)
10

BEST SELLERS RANK TARGET
#10,000

SALES TARGET (FIRST WEEK)
100

CHANNELS
Email list, Instagram, Facebook author page, Goodreads

ARC LIST / NOTES
ARC team: 20 parents, two kindergarten teachers and a children's librarian, sent via BookFunnel on 10 November.
Review ask: post on Amazon and Goodreads on launch day, 24 November, in time for holiday gift lists.
Story-time readings booked at two local libraries in December.

13. Amazon Ads Starter

TOTAL DAILY BUDGET
$5.00

DEFAULT BID
$0.35

CAMPAIGNS
- Auto — discovery — bid $0.35 · budget $5.00 a day · draft
- Manual KW — broad — bid $0.35 · budget $5.00 a day · draft
- Manual ASIN — comparable-title targets — bid $0.55 · budget $5.00 a day · draft

KEYWORDS TO TARGET
- 1. afraid of the dark picture book
- 2. bedtime story ages 4-8
- 3. book about being brave for kids
- 4. calming bedtime book for toddlers
- 5. fear of the dark children
- 6. night garden picture book
- 7. fireflies and moon story

ASIN TARGETS
1492648949, 1728210356, 140024255X, 1492673358, 1628857676, 0316187488, 1452170347, 0394854438, B01JTTCV7W, B0GWWSKBTH, 1405201770, 1481446274, 1806830523, 1964202868, B0GW78MS13, 1917442300, B0DFWC9S8W, 1506485510, 0984948775